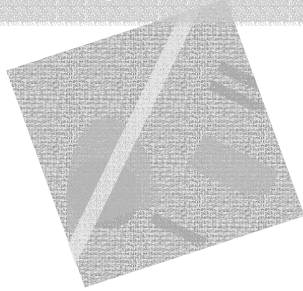**City of Lincoln / Lancaster County
Information Services Division**

ePay Services

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Lincoln, NE USA
www.ci.lincoln.ne.us

ePay Services

- Initial Planning Process
- Banking Rules and Services
- Merchant Agreements
- Authentication Services
- e-Gov and ROI

Initial Planning Process

- Prepare for negotiations (low fraud)
- Collect data volumes/dollars/averages
- Select a winner (simple application)
  - ✓ Parking Tickets
- Build one e-processing module
  - ✓ For all platforms and applications
  - ✓ Tip: Never store credit card numbers

Banking Rules and Services

- Existing banking relationships
  - ✓ ACH, Checking, Credit Card, etc.
- RFI not needed
  - ✓ Extension of credit card agreement
- 24 or 48 hours for deposits ?
- One e-pay account manager (Treasurer)
- Incentive fees from bank
- Contract back office services

Merchant Agreements

- MasterCard / Visa bylaws
  - ✓ Visa is the tougher of the two
- Simplify the fee matrix
  - ✓ Waive set-up fees
  - ✓ Waive up stream charges
- Terminal location is important (golf ex.)
- Cash vs. Credit Card usage

Authentication Services

- VeriSign (one of many)
- Payment processing (Payflow Pro)
  - ✓ Callable module that returns validation codes
  - ✓ Your application must do the updating to the databases
- On-line Account Management
  - ✓ Transactions, Reports, Corrections, etc
- Treasurer can reverse transactions

e-Gov and ROI

- What is the vision and goal of e-Gov?
  - ✓ To fee or not to fee, that is the question
  - ✓ e-Friendliest city ?
- **ROI** (does not measure the right thing)
  - ✓ Measures dollars
  - ✓ Measures FTE reductions or avoidance
- **VALUE** (measures the right thing)
  - ✓ Parks cost justifications ?
  - ✓ Economic development
  - ✓ Citizens perception of doing business with government

How Payflow Pro Works
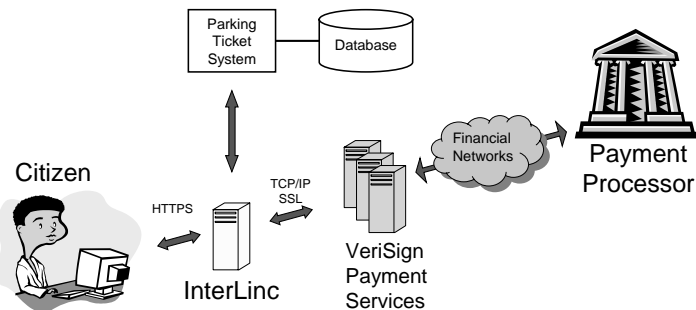
Payflow Pro uses a client/server architecture to transfer transaction data from you to the processing networks, and then returns the authorization results to you.